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Article



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## ON THE INTERACTION OF THE MARKET AND ENTERPRISES IN THE FORMATION OF DEMAND FOR PRIORITY AND DEMANDED PRODUCTS

**Abstract:** In the article, the authors analyzed the state of the market in the regions of the Southern Federal District and the North Caucasus Federal District, confirmed the presence of a significant shortage of shoes, which justifies the expediency of forming enterprises and consumers in these regions. At the same time, we were able to form the entire product range that would satisfy the needs of consumers in these regions, with the rationale that it will be in demand and competitive through the formation of innovative technological processes using a quality management system to ensure quality management, forming its advantages over other manufacturers and ensuring the realization of consumer preferences. In addition, by forming preferences among consumers in these regions, business leaders significantly improve the socio-economic situation in these regions.

**Key words:** enterprises, consumers, regions, assortment, assortment policy, competence, preference, production management, product quality, demand, competitiveness, stable financial position, stable TEP, demand, profit, innovation, quality, means.

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**Introduction**

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The dynamics of the market development in the last decades of the last century and at the beginning of

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the third millennium invariably shows the growing interest of consumer demand in the quality of goods. With all the economic, social and political costs, humanity is getting richer, and wealth is distributed unevenly. Finances, as before, are concentrated in certain regions, however, just like the premieres of modern production. Analysts predict the course for the quality of goods confidently and everywhere. The consumer has realized the need to pay for the advantage of quality services and products. The line is behind the manufacturer, who must close the mind "greed" and "mortal sin" in order to burn greed. The most prominent economists unambiguously declare that the improvement in the quality of goods is not causally connected with an increase in prices. Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly.

And I would also like to draw attention to one phenomenon that usually slips away in the bustle of problems - the historicity of the economy. The way we perceive it now, the economy has not always been and will never remain. Economic life changes over time, which makes us tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively pushing the "social sector" to the sidelines, is not compatible with the prospect of economic development, which is confirmed by the steady striving of the social democrats in the West to turn the economy into a front for social security and a fair distribution of profits. The new economy is called temporarily "prudent". It requires humanization not only in the distribution of national wealth. The production itself is also being humanized, including the management system. The current principle: "survival of the strongest, most adapted", will replace "social friendliness of production. It will require a new look at the root concepts. The philosophy of quality will also change. We must be prepared for the coming events.

The prospects for the development of shoe enterprises in the Southern Federal District and the North Caucasus Federal District considered in the monograph are based on real, achievable goals, assuming that federal, regional and municipal branches of government, together with manufacturers and trading firms, on the basis of a careful weighing of their capabilities, are able to bring the shoe industry out of a critical state.

The analysis of the effectiveness of flexible technological processes and their relationship with various forms of organization of production in the

conditions of modern market relations has been carried out. The requirements for competitive production, which must be implemented, are defined, namely:

- reduction of production preparation time;
- shortening the life cycle of products;
- increasing the scientific and technical level of production, the implementation of which is possible precisely on the basis of flexible technological processes for the production of shoes.

The structure of the assortment of shoes of manufacturing companies in the region by types, materials, season of wear, price levels was studied in order to analyze the market situation. Identified those types of shoes that are in high demand. Their aesthetic and constructive characteristics are formed.

Elements of an expert system for the operational management of a multi-assortment production have been developed. The calculation of the optimal structure of the range of shoes produced and the total cost of production of the entire range of models are made.

The analysis was carried out and the influence of the forms of organization of production and manufacturing technology on the cost of footwear was determined using the example of the technological process of manufacturing children's, men's and women's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators.

Recommendations are given on varying the specific weight of the costs of costing items for the manufacture of a large assortment of output to predict the cost and sales volumes of products, taking into account the demand for shoes in each region of the Southern Federal District and the North Caucasus Federal District.

Functional and simulation models of business processes for the production of leather goods have been developed, a formal description of the organization of the current technological process and initial data for evaluating the effectiveness of technological processes for the manufacture of various types of footwear, taking into account the existing demand for it, have been obtained. A technique for multi-criteria evaluation of the effectiveness of innovative technological processes for the production of leather goods based on the application of the target programming methodology has been developed.

Software has been developed for the formation of the technological process of assembling shoes and determining the cost of producing an assortment of shoes. A computer simulation model has been implemented that describes the dynamics of the shoe assembly process. The proposed methodology and the software implemented on this basis make it possible to reduce the duration of the technological preparation

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of production and increase, thanks to the rationalization of the technological process, the specific consumer effect, which today, and even more so tomorrow, is the main determining factor.

The complex indicators of the effectiveness of innovativetechnological processes for the manufacture of shoes. Taking into account the production program, promising options for technology and equipment were formed, the most effective one was selected, the possibilities for streamlining the flow were identified, which made it possible to eliminate bottlenecks, minimize equipment downtime, which is one of the conditions for designing flexible technological processes, but the production of shoes with a demanded price niche.

The economic effect of the results of scientific research is determined, which are estimated in terms of increasing labor productivity, the level of mechanization of production, lowering the indicators of work in progress and production costs. An accessible tool for shoe production technologists to improve the design of technological processes is proposed, which allows the enterprise to form a competitive assortment and predict the maximum income from the production of shoes for the regions of the Southern Federal District and the North Caucasus Federal District.

The authors support the idea of creating vertically integrated associations (clusters) in the Southern Federal District and the North Caucasus Federal District, which would deal with the entire cycle of ensuring the production of footwear from accessories to finished footwear and related products. This will improve quality control, reduce costs, increase profits, vary the price niche, providing domestic products with competitiveness and sustainable demand, and social protection for residents of the regions of the Southern Federal District and the North Caucasus Federal District.

Despite the fact that the demand situation for shoes in the 2022 market has deteriorated sharply due to the global economic crisis, shoe manufacturers and trading companies have every reason to be cautiously optimistic, but not pessimistic. And there are the following reasons for this:

- all manufacturers of domestic footwear see an opportunity not only to remain on the market, but also to expand their share by reducing the cost of the range, reducing their own costs, increasing the number of retail outlets, including by expanding the geography of their location in the regions of the Southern Federal District and the North Caucasus Federal District and beyond outside of it;

- implementation of structural reorganizations of its sales market. This applies not only to the ratio of imports and the production of domestic footwear, but also to a decrease in the commodity balances of past periods;

- and most importantly, there is not only a visual revival in the production of components, but also in

the sector of Russian manufacturers themselves, there is also an increase in shoe production against the backdrop of business activity of both manufacturers and trading companies trying to find a common language, points of convergence in order to increase the brand on domestic products.

But at the same time, key problems must be solved:

- Firstly, there must be an effective fight against illegal imports, because and today over 40% of our market is occupied by counterfeit products;

- secondly, it is necessary to implement several large investment projects, modernize shoe enterprises using the most modern technologies, which will significantly improve the quality of footwear and thereby gradually regain the lost authority of domestic goods, both in the eyes of our consumers and abroad. The implementation of all these measures is reflected in the draft strategy of light industry for the period up to 2035.

When developing the Strategy, the national interests of Russia were taken into account (improving the level and quality of life of the population, the health of the nation, the strategic and economic security of the state), proposals from the constituent entities of the Russian Federation, public organizations and associations on the necessary measures to support the industry in the priorities of its development.

The Strategy is based on the transition of light industry to an innovative development model. Particular attention is paid to the issues of protecting the domestic market from shadow trade, technical re-equipment and modernization of production, import substitution and export. Today, the light industry of the Russian Federation is the most important diversified and innovatively attractive sector of the economy.

The contribution of light industry to the industrial production of Russia today is about 1% (in 1991 this figure was 11.9% and corresponded to the level of developed countries such as the USA, Germany and Italy, and which for many years have kept this figure at the level 8-12%), in the volume of exports - 1.3% Currently, 14 thousand large and small enterprises located in 72 regions of the country operate in the light industry. About 70% of enterprises are city-forming. The average number of industrial and production personnel employed in the industry is 462.8 thousand people, 75% of which are women. The scientific support of the industry is carried out by 15 research and design institutes, many of whose developments correspond to and even exceed the world level.

The main territories for the location of enterprises that determine the industrial and economic policy of the industry are the Central (55 enterprises), Privolzhsky (30) and Southern (12), North Caucasian (5) federal districts, which have the largest share in the total volume of manufactured products and are the

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most socially important. The results of the industry for the 1st half of 2021 showed that it is able to increase production volumes in sub-sectors directly oriented to the market during a conditional crisis. It should be noted that in the context of the crisis, the range of goods supplied to Russia is sharply narrowed. This gives the domestic light industry strategic opportunities to occupy the vacant niches and strengthen its position in the market.

In 2021, the turnover of retail trade in light industry products amounted to 2.26 trillion. rub., its share in the retail trade turnover of the country is 14.9%, and in the retail trade turnover of non-food products - 26.8%.

In terms of consumption, light industry products are second only to food products, far ahead of the consumer electronics markets, cars and other goods. Taking into account macroeconomic indicators and development trends, the market for light industry goods by 2025 may amount to more than 3.3 trillion. rub.

The existing preferences and problems being solved to some extent at the federal and regional levels are still insufficient to eliminate the influence of negative factors on the development of the industry and turn it into a competitive and self-developing sector of the economy, and for domestic producers to strengthen their positions in the domestic market and compete on equal terms in world market not only with manufacturers in China, Turkey, India and a number of other developing countries, but also with the EU countries and the USA.

The situation in the industry was further exacerbated by the global financial crisis. In a crisis, even those enterprises that have achieved positive results in innovative development in recent years, paying significant attention to the modernization of production, are already forced and will be forced in the coming years to reduce production volumes and abandon long-term investments. This is due to the difficulties that have arisen associated with attracting bank loans (the share of borrowed funds in working capital in recent years has reached 40%), on the one hand, an increase in the volume of official imports, counterfeit and contraband products, a drop in demand and a slowdown in the sale of many types of consumer and industrial goods. -technical purpose, reduction of workers and specialists - on the other.

The current situation can be changed only by developing and implementing anti-crisis measures and measures aimed at boosting the light industry economy, giving it new impetus in innovative, social and regional development, in increasing competitiveness and production efficiency at a new technical and technological level. Today, the industry provides only a quarter of the effective demand of the population with its products, and the country's mobilization needs are only 17–36%, which contradicts the law on state security, according to which the share of domestic products in the volume of

strategic products should be at least 51%. Therefore, today the light industry faces new challenges and tasks, the solution of which requires new approaches not only for the short term, but also for the long term.

The goals and objectives of the Strategy are consistent with the state policy in the field of innovative and socio-economic development of Russia in the medium and long term. The implementation of the Strategy will enable Russia's light industry to become an industrially developed industry that will provide jobs for many thousands of people, improve the well-being of workers, and strengthen the strategic and economic security of the country. The main result of the Strategy is the transition of light industry to a qualitatively new model of innovative, economic and social development, which is based on a new technological and scientific base, new methods of production management, the relationship between science, production and business. This is to ensure effective matching of production volumes,

Based on the conducted research, we have identified the following results:

- the concept of assortment policy was formulated to ensure the sustainable operation of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District in a competitive environment of unstable demand;

- the optimal structure of the assortment of footwear was determined based on taking into account the profitability ratio and the cost of producing specific models using the linear programming method for its competitiveness and demand in markets with unstable demand;

- set out a multi-criteria evaluation of efficiency when choosing innovative technological processes for the production of shoes using simulation models;

- an algorithm for the economic evaluation of innovative technological processes for the production of competitive and popular footwear in markets with unstable demand is given;

- modern innovative technological processes based on progressive technologies, implemented through the use of universal and multifunctional technological equipment, are indicated;

- the software for the formation of the technological process of assembling shoes and determining the specific reduced costs, which is the sum of current costs (cost) and capital investments, measured using the standard efficiency factor, taking into account the production program, is presented;

- the main directions of the formation and development of a strategy for increasing the competitiveness and demand for footwear manufactured by enterprises in the regions of the Southern Federal District and the North Caucasus Federal District on the basis of innovative technological processes for markets with unstable demand were determined;



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- an expert system for managing a large assortment of footwear at enterprises is shown, allowing them to determine the total number of footwear produced in the market of prevailing prices and demand; an assessment of the costs for the release of the assortment was made on the basis of taking into account the profitability ratio and the costs of producing specific models, taking into account their demand in the sales markets;

- the calculation of a complex indicator of the effectiveness of innovative technological processes for the production of shoes is proposed;

- the structure of the technological process for the production of the entire range of footwear was formed, taking into account the demand of consumers in the regions of the Southern Federal District and the North Caucasus Federal District;

- analyzed a software product that allows you to create a technological process for the production of shoes and determine the costs of its manufacture, taking into account the production program for the newly formed shoe industries in the regions of the Southern Federal District and the North Caucasus Federal District in order to meet the existing demand for shoes.

Economic efficiency from the introduction of innovative technological processes at the enterprise for the production of shoes will amount to 2068637.6 thousand rubles. in year.

Thus, the heads of enterprises have a weighty argument for the municipal and regional branches of government about the advisability of forming such a cluster within the regions of the Southern Federal District and the North Caucasus Federal District, in order to implement the developments of the authors, ensure their way out of the crisis, significantly improve their socio-economic situation by creating new workers. places, including through the creation of new production facilities for the manufacture of domestic components, filling municipal and regional formations with budgetary funds, which are so necessary to provide residents of these regions with decent living conditions.

### Main part

Marketers agree that consumers give their main preferences to the quality of products. Market monitoring confirms the stable tradition of demand for quality goods. But not everything is so simple and obvious.

The essence of the matter is that statistics is a pure operator and statistical data are therefore absolutely dependent on the chosen conceptual description of the process. Statistical results are always correct, as they are obtained by using a proven mathematical apparatus, but correctness and truth are "two big differences."

For "correct" to be "true", it is necessary to verify the entire chain of logical and mathematical actions for correctness. Certification is required not

only for physical and software products. Parcel knowledge must also be certified, otherwise the defects of the initial judgments will migrate to the output knowledge. And no technology can fix the underlying flaw.

Features of the national attitude to shoes can be quantified. Products can easily be measured for compliance with certain requirements, but it must be borne in mind that the property itself is evaluated only according to the formula "is or is not." Having recognized the property as existing, the expert has the right to proceed to the next stage - to measuring the intensity of its existence in order to know how stable and expressed this property is.

The absence of at least one of the quality properties of the product, or the lack of expression means only one thing - the product should not be a product. In exceptional cases, it is recognized as conditionally admitted for sale on the national market.

The occupation of the national market by foreign footwear manufacturers undermines the development of the corresponding branch of the domestic economy, historically adapted to the specifics of the conditions of national development and the peculiarities of anthropometric measurements.

The situation is aggravated by the fact that Russia, which has received recognition as a country with a market economy, has no right to violate the order in the relationship between political and market structures. Unilateral actions of the state in protecting its interests can be qualified as a violation of the achieved status, cause economic and other sanctions on the world market. The ousting of a foreign competitor from the national market must be carried out in accordance with the recommendations and traditions of the world community.

Chinese, Turkish, and partly South-Eastern shoe manufacturers have flooded our market and taken a stable position on it, thanks to the consumer demand for their products.

A buyer with limited financial resources is attracted by price, design, advertising support, assortment, seller's interest, and cultural service. A consumer not experienced in professional "secrets" judges quality by its external manifestation and service packaging. The sales service itself skillfully shifts arrows from quality characteristics to outwardly advantageous properties. Quality, as an association of the most important properties of a product, is "torn". Of all the properties that form a qualitative association by their combination, only the property that is beneficial to the seller is exhibited, since it really represents at the appropriate level of consumer interest.

Sequestering quality by replacing it with a simplified understanding is the most common market technique. The unsatisfactory state of mass consumer culture, the aloofness of the controlling state structures, their lack of initiative, and in some cases a direct interest in maintaining the current disorder,

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make it possible to manipulate public consciousness and control the actions of buyers.

The occupation of the Russian market is, of course, a temporary phenomenon, due to economic stagnation, limited solvent demand of the bulk of the population, and the lack of an effective and consistent policy in the development of national production. However, the apparent conditionality of the situation is not particularly comforting. In Russia they like to joke: there is nothing more permanent than something temporary. In order for a temporary phenomenon not to “stagnate”, it is necessary to change the conditions that gave rise to it. There are opportunities. First of all, it is necessary to understand the theory that guides practical actions.

The quality of shoes is determined by a combination of consumer characteristics. It does not matter, in principle, from what material the shoes are sewn. The main thing is that the properties of this material ensure the functional demand for footwear by the consumer.

The buyer is indifferent (with a price balance) of natural or artificial material shoes are made. It is important for him that his requirements for her be guaranteed.

The domestic practice of assessing the quality of shoes (and not only shoes) turns the theory inside out, trying to focus on natural characteristics. What will Russian ideologists of quality do when animal rights activists take them seriously, as happened in Western Europe, in particular in the UK.

The most tragicomic thing is precisely that the nature of raw materials is, indeed, not such a fundamental issue if we improve the technology of processing raw materials. Analogues of natural raw materials are the realities of today's production, and far from being a fantasy. But the misfortunes of quality are by no means limited to the problem of raw materials. No less relevant are other aspects of production: taking into account national, age, natural and climatic features in determining the quality and conditions for the admission of products to the market.

Unfortunately, today the domestic contribution to the development of a policy aimed at improving the quality of footwear, and, in fact, at ensuring the rights of the consumer, is extremely incomprehensible. One gets the impression of a complete detachment of the aspirations of producers from the interests of the country that gave them citizenship.

What are the conclusions:

Firstly, the industry still relies on an outdated position - the simplest and only necessary: do not harm the health of the consumer. Shoe manufacturers and their controllers learned the first commandment of Hippocrates firmly, but did not advance further. In this situation, the siege of competitors is unlikely to be held back for a long time;

secondly, basic properties should not be identified with qualities. Properties can only be qualities in the production cycle due to its

differentiation into technological operations. But in this case, it is advisable to take the quality in quotation marks, emphasizing the conditional use of the term. Otherwise, we will begin to operate with philosophical and scientific concepts, which will necessarily lead to a distortion of practical characteristics. Quality is an association of certain properties, therefore it is impossible to pull out the properties that form the association as production needs and pass them off as quality;

thirdly, it is high time to determine the basic properties conventionally, not limited to the proposals of sanitary hygienists and epidemiologists. A lot of value can be gleaned from the research of gerontologists, geriatricians, regional specialists, valologists, pediatricians;

fourthly, until what time will aesthetic properties be practically absent in the basic characteristics, even if in a conspiratorial form.

Satisfaction with the actual replacement of the State is not entirely clear. standards to national standards. The fact that in this component of the ideology of quality we have adopted international terminology is of little use. Now, if our production and ideological positions were equal to European ones, then we could rejoice. And that only adds to the chaos.

In the absence of a corporate culture, traditions, released firms will engage in arbitrariness. State structures have signed their own impotence to manage the development of the market in a civilized manner and remembered the American fairy tale that the market itself will arrange everything and put it in order.

The inefficiency of the state quality control system is not in its status, but in its functioning. Uncleanliness, lack of professionalism of officials do not allow state structures to act fully. According to the official data of the Federal Agency for Technical Regulation and Metrology, on average, there are 2% of certification refusals per year. While more than 30% of products are rejected directly in trade.

In the European Union, mandatory certification is subject to = 4% of the product range, not because European officials are liberals. The reason is hidden in the orders and traditions of production itself, civilized relations in the market, the age of which exceeds the total time of the Romanov dynasty and Soviet power. Haste inevitably entails costs. To move along with all the general formation, it is not enough to get dressed, put on shoes, like everyone else, and stand in formation.

As long as the authorities and manufacturers will portray market relations, the mass consumer will have to pay, as the costs will fall on his shoulders. Exclusive buyers are protected from the vicissitudes of the Russian market by a truly free choice. They purchase goods directly from reputable manufacturers. Officials are ready to do anything to be among the exclusive buyers. Firms are likely of the same opinion and are willing to pay officials for the

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freedom of their own actions. The situation cannot be called otherwise than creeping state anarchism. Something early state began to degenerate.

According to Russian official regulations, until recently, 70-80% of the product range requires state quality certification.

Critics reject this practice and suggest borrowing Western European experience.

They are not embarrassed that the share of illegal and semi-legal business in Russia is estimated at 40-60%, i.e. even now, if necessary, to centrally check the quality of 70-80% of the range of goods, the market already has less than 40% of certified goods. It is not clear which manufacturers are protected by the critics? And who will stand up for the protection of consumer rights? Officials or maybe judges, independent only by definition. Only human rights non-government organizations remain, which exist today, and tomorrow they will have a "hedgehog in the fog".

***Franchising is an opportunity today to meet the demand for children's shoes.***

Returning to the problem of meeting the demand for children's shoes, I would like to note that even today the volume of its production in Russia remains at such a low level that it is a utopia to expect the market to quickly fill the market with the necessary children's shoes in terms of quantity and assortment. The hope for imports also did not justify itself, since in most cases these are shoes accidentally bought by "shuttle traders" without taking into account the characteristics of the Russian consumer and, as a rule, without observing elementary requirements to ensure the necessary comfort and convenience.

This state of affairs is also explained by the fact that at the federal level, the programs "Family", "Child", "Large Families", etc., well written on paper, but not provided with targeted assistance to this particular group of the population, remain unrealized. What makes the situation with providing children with all the necessary assortment of goods critical is the disunity of the organizations participating in the implementation of these programs, the lack of funds and targeted assistance. Even the payments of child allowances in many regions of the country cause an ironic grin from those to whom they are addressed, because of their size and significant delays in time with their payment.

The situation is further aggravated by the fact that shoe companies that today operate and manufacture children's shoes are geographically located in such a way that they cannot meet the demand for them geographically. And the volumes that they can handle today do not satisfy the consumer either in terms of assortment or quality. Practically they do not make shoes with thread fastening methods, gender and age groups are not provided, which has already been discussed a lot on the pages of the magazine. It is not necessary to expect the resumption of work of the former shoe enterprises, therefore, in order to increase the volume of retail sales, it is

proposed to use franchising. The structural diagram of cooperation between large shoe enterprises - franchisors with franchisee-small enterprises, or with individual entrepreneurs to meet the demand for children's shoes is shown in Figure 1.

If the role of the franchisor, most often, is a shoe company, then the role of the franchisee is ambiguous. It is profitable for a large enterprise to either sell a franchise to two or three local individual entrepreneurs - in this case, the enterprise has favorable conditions for studying the local market and doing business; or sell a franchise to one franchisee for the development of the entire system for deploying the sale of shoes on the territory of the municipal, regional level, as well as on the territory of the entire Federal District.

In this case, the franchisee becomes the owner of the master license. The franchisee himself becomes a franchisor selling franchises in these territories. This method is justified for our case, when there is such an acute shortage of children's shoes in the country and when there will always be an obvious demand for a franchise. Such cooperation today provides for three possible areas for the franchising system:

in the field of production of children's shoes - a shoe company-franchisor - is the owner of packages or technologies, it provides the right to use and sell them in a certain territory - to the franchisee; in the field of commodity circulation - a shoe company supplies a partner, for example, an individual entrepreneur, with shoes for sale in a certain territory. This area of franchising, in addition to individual entrepreneurs, can be engaged in small businesses, commercial structures seeking to expand sales markets.

A prerequisite is the implementation of commercial activities on behalf of the franchisor; in the service sector, the mechanism is similar to that used in the sphere of commodity circulation, i.e. when selling children's shoes. Only the objects of cooperation differ. Any business can develop here according to the franchising system. Promising areas include "branded" stores.

Such areas of cooperation within the framework of franchising allow operating shoe enterprises to expand their production volumes, taking into account the requirements of municipal or regional levels, as well as the Federal Districts, and the territories to alleviate the acute shortage of children's shoes.

When concluding a franchise agreement, the franchisee must pay special attention to the issues of relationships, to provide for all the nuances of cooperation. This is the need to conduct marketing research, the state of the sales market, the forecast for the demand for children's shoes, the strengths and weaknesses of competitors and how they can be countered, is it possible to make purchases of children's shoes from other enterprises, is there a minimum or maximum size of wholesale purchases, or these volumes are adjusted based on the results of



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marketing research, whether supply disruptions are possible and who will compensate for the losses in this case. And, most importantly, does the franchisor guarantee the stability of selling prices for footwear in order to ensure its competitiveness in the sales market. And the franchisee must know exactly the needs for such an assortment of children's shoes, which will be in demand by the market, taking into account these very features of its market. Only in such a relationship is a stable profitable business possible. Such a result will be possible only if the maximum possible hit in the "bull's eye" in the manufacture and offer to the buyer of such an assortment, which will take into account the interests of all segments of buyers - from rich to poor, is ensured.

Of course, not everything is so simple and unambiguous, but the accumulated experience in the Ekonika Shoe franchising system is encouraging. The development of franchising in our country may turn

out to be one of the most effective forms of support for small and medium-sized businesses, since for them it is a stable profitable business. According to statistics, during the first three to five years, 90% of open small businesses die, and only 10% of franchised ones. This result is ensured by the interest of the parties involved in the effectiveness of their cooperation - the leading shoe companies are expanding and strengthening their positions in the sales market in these regions, and the franchisees are providing themselves with a stable profitable business, removing the shortage of such demanded products as children's shoes and creating new workers. Places.

On fig. 1 shows the range of children's shoes that would be in demand in the Southern and North Caucasian federal districts, taking into account climatic features and purchasing opportunities of the population.





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Fig. 1. Assortment of children's shoes

At the same time, the trends in the use of molded parts for the bottom of shoes are taken into account, although the possibility of implementing thread fastening methods for children's shoes is not excluded. In general, action is needed and the result will not keep you waiting.

*Features of quality management for the production of competitive and popular leather goods using nanotechnologies.*

### Conclusion

*Identification expertise* associated with the establishment of physical and chemical properties, quantitative and qualitative composition of the goods, allowing unambiguous identification of the goods in

accordance with the TN VED of Russia. In accordance with the Federal Law of December 27, 2002 No. 184-FZ "On Technical Regulation", "product identification is the establishment of the identity of product characteristics to its essential features." In other words, product identification is the establishment of conformity of a specific product with a sample and (or) its description. A description is understood as a set of features, parameters, indicators and requirements that characterize products, established in the relevant regulatory documents. For example, product descriptions can be standards, specifications, labels, labels, shipping documentation, design and operational documentation.

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Identification is carried out in order to protect the consumer from an unscrupulous manufacturer (supplier, seller), to ensure the safety of products for the life, health of the consumer and the environment, as well as to confirm the compliance of products with the requirements for it.

Identification as a procedure can be carried out in cases specified by law or on an initiative basis. In the customs business, the need for identification may arise in connection with the false declaration of goods, the code according to the TN VED, the provision of invalid documents, the destruction, damage, removal, change or replacement of means of identification, etc.

Identification examination allows you to identify counterfeit goods.

*falsification* (from lat. Falsificare - to forge) - this is a fake of objects, performed for selfish purposes during the process of exchange, sale, etc. As a rule, falsification is aimed at deteriorating the properties of the object of sale while maintaining the appearance of the product in order to deceive and obtain illegal profits. In customs, on the contrary, in order to reduce the payment of customs duties, unscrupulous participants in foreign economic activity can declare a more expensive and high-quality product as less quality, or they can declare finished products as raw materials or semi-finished products.

There are main types of falsification: assortment, qualitative, quantitative, informational, cost and complex. Assortment falsification is due to the replacement of one object with another, less valuable one.

*Qualitative falsification* - this is a fake of an object of the same type, but with a lower degree of quality (regrading), i.e. replacement of goods of the

highest grade, class, category, etc. lower. Quantitative falsification is due to underinvestment, underweight, underfilling, shortage in the number of units on the fact and in shipping documents.

Information falsification includes falsification of labeling, for example, non-compliance with consumer information requirements, falsification of documents.

*Cost falsification* is the sale of low quality goods at prices of higher quality goods.

*Complex falsification* includes all or several of the above types of fraud at the same time.

*Material science expertise* associated with the establishment of physical and chemical properties, structure and material of goods, chemical compounds, substances.

*Commodity expertise* is aimed at determining the commodity characteristics of goods and their free (market) value (price).

*Technological expertise* - this is an examination of the harmonization of the norms for the output of products of processing of goods, taking into account a specific technological process when applying customs regimes for processing on and outside the customs territory of the Russian Federation. Technological expertise is carried out mainly in relation to the following goods: oil and oil products; goods of chemical and related industries; metal ores, scrap metal, metals and alloys; paper, wood and products from it; leather and textiles.

*Artistic expertise* is carried out in order to establish the historical, artistic, cultural, scientific significance of works of art and antiques. Features of the customs examination of goods on the basis of legal norms in the system of customs clearance and control are considered in detail.

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